



"You rang for me?"

"I have been working for you for years.

"That telephone in your hand, I made. The long thin wires, the stout cables that carry your voice at the speed of light . . . I provided them, too.

"I've been busy...since 1882...*manufacturing* telephones, switchboards, cable and other Bell System apparatus and equipment. I *purchase* supplies of all kinds for the Bell Telephone companies . . . *distribute* all this material and equipment to them throughout the nation. I *install* central office switchboards.

"Our nation's telephone service is the finest and most economical in all the world. I help make it possible.

"Remember my name . . .

"It's Western Electric."



MANUFACTURER... of 43,000 varieties of telephone apparatus.

PURCHASER... of supplies of all kinds for telephone companies.

DISTRIBUTOR... of telephone apparatus and supplies.

INSTALLER... of telephone central office equipment.

FOR THE BELL SYSTEM



Western Electric

